



**Banks Economic Development Commission  
May 2<sup>nd</sup>, 2018  
MEETING MINUTES**

**CALL TO ORDER** Economic Development Commission Chair Rachel Nelson called the meeting to order at 6:35 PM.

**ROLL CALL**

Present were: Marsha Kirk, Rachel Nelson, Michael Nelson, Pete Edison, Erica Harold-Heine, Will Moore and Jesse Orange-Hough. Jeanna Kisor arrived at 6:38 pm.

Absent: Rich Weitzel, Doug Hixson, Mike Soper, Carolyn McCormick, Mark Ward, and Jeff Leo.

Staff and Others present: City Manager Jolynn Becker, Michael Walker, City Planner Stacey Goldstein, Alisa Pyszka and John Morgan.

**APPEARANCE OF INTERESTED CITIZENS – None**

**APPROVAL OF MINUTES:**

1. Approval of April 4<sup>th</sup>, 2018 minutes.

Jesse Orange-Hough stated he did not see the discussion about him starting a tourism initiative. After a brief discussion, he suggested the adding following item: Jesse Orange-Hough to start outlining the tourism initiative for the next year.

Jesse Orange-Hough made a motion to approve the minutes from the April 4<sup>th</sup>, 2018 meeting as corrected. Marsha Kirk seconded, and the motion passed unanimously.

Jeanna Kisor arrived at 6:38 pm.

**PRESENTATIONS – None**

**BUSINESS AGENDA**

2. **Economic Roadmap Review:** John Morgan briefly reviewed the work done to date on the Economic Roadmap and noted next steps.

Alisa Pyszka, Leland Consulting, presented the draft Economic Roadmap, which included the intent of the document, the findings from their analysis, a task list, next steps, and recommendations. The analysis considered current conditions and future trends in employment, a retail market analysis, recommendations to increase jobs in the tourism industry and increasing affordable housing.

During the presentation, the following key comments were made:

- Efforts to increase tourism would likely draw more restaurants and that projected growth should be included in the market analysis. Ms. Pyszka and Mr. Morgan provided details about tourism statistics specifically related to how tourists would likely spend money when they are in Banks and offered recommendations for encouraging new restaurants and providing amenities to tourists.
- Regional chains would be more likely to come to Banks once it has been established as a destination. In order to satisfy the citizens' desire to ban national chains, as was indicated in the survey for the

branding project, Banks would need to start forming relationships with developers who were willing to take risks on local tenants.

- Creating a successful retail district would require strategic planning that begins with focusing on existing structures and intentionally recruiting diverse tenants that could ensure the district's success. The Commission briefly discussed potential sites for a retail district.
- The golf course was not identified as an asset that could provide enough opportunities to support new hotels.
- The agriculture industry would only have an indirect impact on Banks' economy through technical and industrial jobs. Consultants shared details about the relationship between agriculture and industry, and compared potential opportunities in Banks to other municipalities. They also offered recommendations on how to support the agriculture industry in the area.
- Commissioners and consultants discussed integrated approaches to bringing in new restaurants and providing amenities to a variety of tourists. Intentional cross promotion between the speedway, nearby restaurants, and the trail system could attract new restaurants.
- Adding more affordable and work force housing would be critical to all facets of Banks' economy. Zoning, mixed-use projects, and live/work spaces should be intentionally designed to encourage residential developments, however, mandating certain uses, such as ground floor retail, could be very detrimental. The City should address impacts, but be less prescriptive about uses to allow the market to respond to what would be viable.
  - Additionally, adequate affordable housing is a key consideration when large employers consider expansion and a key issue even identified by the city's largest employers. Work force housing needed to be part of the economic strategy.
- The Commission and Staff briefly discussed regional transit efforts that could positively impact Banks' economy.

3. **Economic Outreach Initiative Updates:** Michael Walker briefly reviewed updates on the Parking Plan, Community Outreach, Business Outreach, and Marketing, which was included in the agenda packet. He would collaborate with Mr. Orange-Hough on the trail head map.

Jolynn Becker said the City Attorney had confirmed that any emails sent out as part of the outreach initiatives would not meet the criteria to allow the email lists to remain confidential. She described the process required by the City Attorney to comply with the criteria. Several Commissioners disagreed with the City Attorney's interpretation of the law and wanted to find a way to keep the lists confidential because believed doing so would ensure compliance. Each Commissioner shared their own interpretation of the criteria used to determine the confidentiality of email addresses used by the City.

The Commission agreed that more research should be done to determine a definitive interpretation of the criteria. Pete Edison recommended a Commissioner discuss the issue with City Council. Once the Commission gets some direction, more of the outreach initiatives could begin to move forward.

4. **Project Dashboard:** Michael Walker reviewed the project dashboard included in the agenda packet. Chair Nelson said she would simplify the layout of the dashboard spreadsheet for the next meeting.

Jesse Orange-Hough updated the Commission on the goals and strategies he identified for the Tourism Initiative. He would provide more details in an email.

Chair Nelson suggested transportation infrastructure be included in the initiative so things like parking, biking amenities, etc. were available for visitors. She also noted a report on the Farmers Market would be prepared for next month.

#### **ROUND TABLE:**

Rich Weitzel: Absent

Jesse Orange-Hough:

Pete Edison: No comments

Michael Walker: No comments

Jolynn Becker: No comments

Rachel Nelson: No comments

Jeanna Kisor: No comments

Michael Nelson: No comments

Rodney Jacobs: Absent

Margaret Holland: Absent

Mark Ward: Absent

Jeff Leo: Absent

Carolyn McCormick: Absent

Doug Hixson: Absent

Erica Harold-Heine: No comments

Mike Soper: Absent

Marsha Kirk: No comments

**ADJOURNMENT:** The meeting adjourned at 8:17 pm.

Submitted by:



Angie Lanter – City Recorder